

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented method
2 for determining one or more ad targeting keywords, the
3 computer-implemented method comprising:

- 4 a) accepting ~~a at least one~~ category;
5 b) looking up ~~determining~~ one or more keywords using
6 the accepted ~~at least one~~ category; and
7 c) providing at least some of the ~~determined one or~~
8 ~~more~~ keywords as one or more ad targeting keywords.

1 Claim 2 (currently amended): The computer-implemented
2 method of claim 1 wherein at least one of the one or more
3 ad targeting keywords is a negative keyword for an ad,
4 which negative keyword is used to make the ad ineligible to
5 be served for requests including the negative keyword.

1 Claim 3 (currently amended): The computer-implemented
2 method of claim 1 wherein an ad includes ad creative
3 information for rendering the ad and an address of a
4 landing Webpage linked from the ad, and
5 wherein the act of determining ~~a at least one~~ category
6 uses the ad creative information.

1 Claim 4 (currently amended): The computer-implemented
2 method of claim 1 wherein an ad includes ad creative
3 information for rendering the ad and an address of a
4 landing Webpage linked from the ad, and
5 wherein the act of determining at least one category
6 uses information from ~~a~~ the landing Webpage ~~of an ad.~~

1 Claim 5 (currently amended): The computer-implemented
2 method of claim 1 wherein the act of looking up determining
3 ~~one or more~~ keywords uses an ~~inverted keyword~~ index in
4 which each of a plurality of categories ~~is~~ are provided as
5 a lookup key ~~keys~~ to one or more keywords.

1 Claim 6 (currently amended): The computer-implemented
2 method of claim 1 further comprising:
3 - performing qualification testing of the ~~determined~~
4 ~~one or more~~ keywords to determine if a keyword is
5 qualified or unqualified for use as an ad targeting
6 keyword,
7 wherein each of the at least some of the
8 ~~determined one or more~~ keywords provided as one or more ad
9 targeting keywords are qualified keywords.

1 Claim 7 (currently amended): The computer-implemented
2 method of claim 6 wherein the act of performing
3 qualification testing of the keyword ~~determined one or more~~
4 ~~keywords~~ tracks a performance of ads served using the
5 keyword as an ad targeting keyword.

1 Claim 8 (previously presented): The computer-implemented
2 method of claim 7 wherein the performance of ads is tracked
3 in general, across all categories.

1 Claim 9 (previously presented): The computer-implemented
2 method of claim 7 wherein the performance of ads is tracked
3 across one or more specific categories.

1 Claim 10 (currently amended): The computer-implemented
2 method of claim 9 wherein the one or more specific
3 categories include the ~~at least one~~ category accepted.

1 Claim 11 (currently amended): The computer-implemented
2 method of claim 7 wherein the ads served using the keyword
3 as an ad targeting keyword during the act of performing
4 qualification testing of the ~~determined one or more~~
5 keywords, are only served on available ad spots that
6 otherwise would be unused by any ads.

1 Claim 12 (currently amended): The computer-implemented
2 method of claim 1 wherein the act of providing at least
3 some of the ~~determined one or more~~ keywords as one or more
4 ad targeting keywords provides the ~~determined one more~~
5 keywords in an order determined using unused inventory
6 information about available ad spots that otherwise would
7 be unused by any ads.

1 Claim 13 (currently amended): The computer-implemented
2 method of claim 1 wherein the act of providing at least
3 some of the ~~determined one or more~~ keywords as one or more
4 ad targeting keywords provides the ~~determined one more~~
5 keywords in an order determined using unused inventory
6 information such that a keyword corresponding to a larger
7 number of ~~unused~~ ad spots that otherwise would be unused by
8 other ads is provided before another keyword corresponding
9 to a smaller number of ~~unused~~ ad spots that otherwise would
10 be unused by other ads.

1 Claim 14 (currently amended): A computer-implemented
2 method for determining one or more ad targeting keywords,
3 the computer-implemented method comprising:
4 a) accepting ~~a at least one~~ category;
5 b) looking up ~~determining~~ one or more keywords using
6 the accepted ~~at least one~~ category;
7 c) providing the ~~determined one or more~~ keywords as
8 suggested targeting keywords to an advertiser;
9 d) accepting advertiser input in response to the
10 suggested targeting keywords; and
11 e) determining whether or not to provide at least
12 some of the ~~determined one or more~~ keywords as
13 targeting keywords for an ad using the accepted
14 advertiser input.

1 Claim 15 (currently amended): The computer-implemented
2 method of claim 14 wherein at least one of the one or more
3 ad targeting keywords is a negative keyword for an ad,
4 which negative keyword is used to make the ad ineligible to
5 be served for requests including the negative keyword.

1 Claim 16 (currently amended): The computer-implemented
2 method of claim 14 wherein an ad includes ad creative
3 information for rendering the ad and an address of a
4 landing Webpage linked from the ad, and
5 wherein the act of determining ~~a at least one~~ category
6 uses the ad creative information.

1 Claim 17 (currently amended): The computer-implemented
2 method of claim 14 wherein an ad includes ad creative
3 information for rendering the ad and an address of a
4 landing Webpage linked from the ad, and

5 wherein the act of determining at least one category
6 uses information from a the landing Webpage ~~of an ad~~.

1 Claim 18 (currently amended): The computer-implemented
2 method of claim 14 wherein the act of looking up
3 ~~determining one or more~~ keywords uses an ~~inverted keyword~~
4 index in which each of a plurality of categories is ~~are~~
5 provided as a lookup key ~~keys~~ to one or more keywords.

1 Claim 19 (currently amended): The computer-implemented
2 method of claim 14 further comprising:
3 - performing qualification testing of the ~~determined~~
4 ~~one or more~~ keywords to determine if a keyword is
5 qualified or unqualified for use as an ad targeting
6 keyword,

7 wherein each of the at least some of the
8 ~~determined one or more~~ keywords provided as one or more ad
9 targeting keywords are qualified keywords.

1 Claim 20 (currently amended): The computer-implemented
2 method of claim 19 wherein the act of performing
3 qualification testing of the keyword ~~determined one or more~~
4 ~~keywords~~ tracks a performance of ads served using the
5 keyword as an ad targeting keyword.

1 Claim 21 (previously presented): The computer-implemented
2 method of claim 20 wherein the performance of ads is
3 tracked in general, across all categories.

1 Claim 22 (currently amended): The computer-implemented
2 method of claim 21 wherein the one or more specific
3 categories include the ~~at least one~~ category accepted.

1 Claim 23 (previously presented): The computer-implemented
2 method of claim 20 wherein the performance of ads is
3 tracked across one or more specific categories.

1 Claim 24 (currently amended): The computer-implemented
2 method of claim 20 wherein the ads served using the keyword
3 as an ad targeting keyword during the act of performing
4 qualification testing of the ~~determined one or more~~
5 keywords, are only served on available ad spots that
6 otherwise would be unused by any ads.

1 Claim 25 (currently amended): The computer-implemented
2 method of claim 14 wherein the act of providing the
3 ~~determined one or more~~ keywords as suggested targeting
4 keywords to an advertiser provides the ~~determined one or more~~
5 keywords in an order determined using unused inventory
6 information about available ad spots that otherwise would
7 be unused by any ads.

1 Claim 26 (currently amended): The computer-implemented
2 method of claim 14 wherein the act of providing the
3 ~~determined one or more~~ keywords as suggested targeting
4 keywords to an advertiser provides the ~~determined one or more~~
5 keywords in an order determined using unused inventory
6 information such that a keyword corresponding to a larger
7 number of ~~unused~~ ad spots that otherwise would be unused by
8 other ads is provided before another keyword corresponding
9 to a smaller number of ~~unused~~ ad spots that otherwise would
10 be unused by other ads.

1 Claim 27 (currently amended): A computer-implemented
2 method for generating one or more serving constraints for
3 targeting an ad, the computer-implemented method
4 comprising:
5 a) accepting ad information;
6 b) determining a category ~~one or more categories~~
7 using the accepted ad information;
8 c) looking up ~~determining~~ one or more serving
9 constraints using ~~from~~ the category ~~one or more~~
10 ~~categories~~ determined.

1 Claim 28 (currently amended): The computer-implemented
2 method of claim 83 wherein at least one of the one or more
3 ad targeting keywords is a negative keyword for an ad,
4 which negative keyword is used to make the ad ineligible to
5 be served for requests including the negative keyword.

1 Claim 29 (currently amended): The computer-implemented
2 method of claim 27 wherein an ad includes ad creative
3 information for rendering the ad and an address of a
4 landing Webpage linked from the ad, and
5 wherein the act of determining a ~~at least one~~ category
6 uses the ad creative information.

1 Claim 30 (currently amended): The computer-implemented
2 method of claim 27 wherein an ad includes ad creative
3 information for rendering the ad and an address of a
4 landing Webpage linked from the ad, and
5 wherein the act of determining at least one category
6 uses information from a ~~the~~ landing Webpage ~~of an ad.~~

1 Claim 31 (currently amended): The computer-implemented
2 method of claim 83 wherein the act of looking up
3 ~~determining one or more~~ keywords uses an ~~inverted keyword~~
4 index in which each of a plurality of categories is are
5 provided as a lookup key ~~keys~~ to one or more keywords.

1 Claim 32 (currently amended): The computer-implemented
2 method of claim 83 further comprising:
3 - performing qualification testing of the ~~determined~~
4 ~~one or more~~ keywords to determine if a keyword is
5 qualified or unqualified for use as an ad targeting
6 keyword,
7 wherein each of the at least some of the
8 ~~determined one or more~~ keywords provided as one or more ad
9 targeting keywords are qualified keywords.

1 Claim 33 (currently amended): The computer-implemented
2 method of claim 83 wherein the act of performing
3 qualification testing of the keyword ~~determined one or more~~
4 ~~keywords~~ tracks a performance of ads served using the
5 keyword as an ad targeting keyword.

1 Claim 34 (previously presented): The computer-implemented
2 method of claim 27 wherein the performance of ads is
3 tracked in general, across all categories.

1 Claim 35 (previously presented): The computer-implemented
2 method of claim 27 wherein the performance of ads is
3 tracked across one or more specific categories.

1 Claim 36 (currently amended): The computer-implemented
2 method of claim 27 wherein the one or more specific
3 categories include the ~~at least one~~ category accepted.

1 Claim 37 (currently amended): The computer-implemented
2 method of claim 33 wherein the ads served using the keyword
3 as an ad targeting keyword during the act of performing
4 qualification testing of the ~~determined one or more~~
5 keywords, are only served on available ad spots that
6 otherwise would be unused by any ads.

1 Claim 38 (currently amended): The computer-implemented
2 method of claim 83 wherein the act of providing the
3 ~~determined one or more~~ keywords as candidate targeting
4 keywords provides the determined one more keywords in an
5 order determined using unused inventory information about
6 available ad spots that otherwise would be unused by ads.

1 Claim 39 (currently amended): The computer-implemented
2 method of claim 83 wherein the act of providing the
3 ~~determined one or more~~ keywords as candidate targeting
4 keywords provides the ~~determined one more~~ keywords in an
5 order determined using unused inventory information such
6 that a keyword corresponding to a larger number of ~~unused~~
7 ad spots that otherwise would be unused by other ads is are
8 provided before another keyword corresponding to a smaller
9 number of ~~unused~~ ad spots that otherwise would be unused by
10 other ads.

1 Claim 40 (previously presented): The computer-implemented
2 method of claim 83 further comprising:

3 d) populating serving constraints of an ad with the
4 candidate keywords.

1 Claim 41 (previously presented): The computer-implemented
2 method of claim 83 further comprising:

3 d) providing the candidate keywords to an advertiser
4 as ad targeting keyword suggestions;
5 e) accepting advertiser input in response to the
6 suggested targeting keywords; and
7 f) determining whether or not to provide at least
8 some of the candidate keywords as targeting keywords
9 for an ad using the accepted advertiser input.

1 Claim 42 (currently amended): Apparatus for determining
2 one or more ad targeting keywords, the apparatus
3 comprising:

4 a) an input for accepting ~~a at least one~~ category;
5 b) means for looking up ~~determining~~ one or more
6 keywords using the accepted ~~at least one~~ category; and
7 c) means for providing at least some of the
8 ~~determined one or more~~ keywords as one or more ad
9 targeting keywords.

1 Claim 43 (currently amended): The apparatus of claim 42
2 wherein at least one of the one or more ad targeting
3 keywords is a negative keyword for an ad, which negative
4 keyword is used to make the ad ineligible to be served for
5 requests including the negative keyword.

1 Claim 44 (currently amended): The apparatus of claim 42
2 wherein an ad includes ad creative information for

3 rendering the ad and an address of a landing Webpage linked
4 from the ad, and

5 wherein the means for determining at least one
6 category use the ad creative information.

1 Claim 45 (currently amended): The apparatus of claim 42
2 wherein an ad includes ad creative information for
3 rendering the ad and an address of a landing Webpage linked
4 from the ad, and

5 wherein the means for determining at least one
6 category use information from the a landing Webpage ~~of an~~
7 ad.

1 Claim 46 (currently amended): The apparatus of claim 42
2 wherein the means for looking up ~~determining one or more~~
3 keywords use an ~~inverted keyword~~ index in which each of a
4 plurality of categories is are provided as a lookup key
5 keys to one or more keywords.

1 Claim 47 (currently amended): The apparatus of claim 42
2 further comprising:
3 - means for performing qualification testing of the
4 keyword ~~determined one or more keywords~~ to determine
5 if a keyword is qualified or unqualified for use as an
6 ad targeting keyword,
7 wherein each of the at least some of the
8 ~~determined one or more~~ keywords provided as one or more ad
9 targeting keywords are qualified keywords.

1 Claim 48 (currently amended): The apparatus of claim 47
2 wherein the means for performing qualification testing of

3 the ~~determined one or more~~ keywords track a performance of
4 ads served using the keyword as an ad targeting keyword.

1 Claim 49 (original): The apparatus of claim 48 wherein the
2 performance of ads is tracked in general, across all
3 categories.

1 Claim 50 (original): The apparatus of claim 48 wherein the
2 performance of ads is tracked across one or more specific
3 categories.

1 Claim 51 (currently amended): The apparatus of claim 50
2 wherein the one or more specific categories include the at
3 ~~least one~~ category accepted.

1 Claim 52 (currently amended): The apparatus of claim 48
2 wherein the ads served using the keyword as an ad targeting
3 keyword by the means for performing qualification testing
4 of the ~~determined one or more~~ keywords, are only served on
5 available ad spots that otherwise would be unused by any
6 ads.

1 Claim 53 (currently amended): The apparatus of claim 42
2 wherein the means for providing at least some of the
3 ~~determined one or more~~ keywords as one or more ad targeting
4 keywords provide the ~~determined one or more~~ keywords in an
5 order determined using unused inventory information about
6 available ad spots that otherwise would be unused by any
7 ads.

1 Claim 54 (currently amended): The apparatus of claim 42
2 wherein the means for providing at least some of the

3 ~~determined one or more~~ keywords as one or more ad targeting
4 keywords provide the ~~determined one more~~ keywords in an
5 order determined using unused inventory information such
6 that a keyword corresponding to a larger number of ~~unused~~
7 ad spots that otherwise would be unused by other ads is
8 provided before another keyword corresponding to a smaller
9 number of ~~unused~~ ad spots that otherwise would be unused by
10 other ads.

1 Claim 55 (currently amended): Apparatus for determining
2 one or more ad targeting keywords, the apparatus
3 comprising:
4 a) an input for accepting a ~~at least one~~ category;
5 b) means for looking up ~~determining~~ one or more
6 keywords using the accepted ~~at least one~~ category;
7 c) means for providing the ~~determined one or more~~
8 keywords as suggested targeting keywords to an
9 advertiser;
10 d) means for accepting advertiser input in response
11 to the suggested targeting keywords; and
12 e) means for determining whether or not to provide at
13 least some of the ~~determined one or more~~ keywords as
14 targeting keywords for an ad using the accepted
15 advertiser input.

1 Claim 56 (currently amended): The apparatus of claim 55
2 wherein at least one of the one or more ad targeting
3 keywords is a negative keyword of an ad, which negative
4 keyword is used to make the ad ineligible to be served for
5 requests including the negative keyword.

Claims 57 and 58 (canceled)

1 Claim 59 (currently amended): The apparatus of claim 55
2 wherein the means for looking up ~~determining one or more~~
3 keywords uses an ~~inverted keyword~~ index in which each of a
4 plurality of categories is are provided as a lookup keys
5 key to one or more keywords.

1 Claim 60 (currently amended): The apparatus of claim 55
2 further comprising:
3 - means for performing qualification testing of the
4 ~~determined one or more~~ keywords to determine if a
5 keyword is qualified or unqualified for use as an ad
6 targeting keyword,
7 wherein each of the at least some of the
8 ~~determined one or more~~ keywords provided as suggested
9 targeting keywords to an advertiser are qualified keywords.

1 Claim 61 (currently amended): The apparatus of claim 60
2 wherein the means for performing qualification testing of
3 the ~~determined one or more keywords~~ keyword track a
4 performance of ads served using the keyword as an ad
5 targeting keyword.

1 Claim 62 (original): The apparatus of claim 61 wherein the
2 performance of ads is tracked in general, across all
3 categories.

1 Claim 63 (currently amended): The apparatus of claim 62
2 wherein the one or more specific categories include the ~~at~~
3 ~~least one~~ category accepted.

1 Claim 64 (original): The apparatus of claim 61 wherein the
2 performance of ads is tracked across one or more specific
3 categories.

1 Claim 65 (currently amended): The apparatus of claim 61
2 wherein the ads served using the keyword as an ad targeting
3 keyword by the means for performing qualification testing
4 of the ~~determined one or more~~ keywords, are only served on
5 available ad spots that otherwise would be unused by any
6 ads.

1 Claim 66 (currently amended): The apparatus of claim 55
2 wherein the means for providing the ~~determined one or more~~
3 keywords as suggested targeting keywords to an advertiser
4 provide the ~~determined one or more~~ keywords in an order
5 determined using unused inventory information about
6 available ad spots that would otherwise be unused by any
7 ads.

1 Claim 67 (currently amended): The apparatus of claim 55
2 wherein the means for providing the ~~determined one or more~~
3 keywords as suggested targeting keywords to an advertiser
4 provide the ~~determined one or more~~ keywords in an order
5 determined using unused inventory information such that a
6 keyword corresponding to a larger number of ~~unused~~ ad spots
7 that otherwise would be unused by other ads is are provided
8 before another keyword corresponding to a smaller number of
9 ~~unused~~ ad spots that otherwise would be unused by other
10 ads.

1 Claim 68 (currently amended): Apparatus for generating one
2 or more keywords as candidates for use as ad targeting
3 keywords, the apparatus comprising:
4 a) an input for accepting ad information;
5 b) means for determining a category ~~one or more~~
6 ~~categories~~ using the accepted ad information;
7 c) means for looking up ~~determining~~ one or more
8 keywords from the category ~~one or more categories~~
9 determined.

1 Claim 69 (currently amended): The apparatus of claim 68
2 wherein at least one of the one or more ad targeting
3 keywords is a negative keyword for an ad, which negative
4 keyword is used to make the ad ineligible to be served for
5 requests including the negative keyword.

1 Claim 70 (currently amended): The apparatus of claim 68
2 wherein an ad includes ad creative information for
3 rendering the ad and an address of a landing Webpage linked
4 from the ad, and
5 wherein the means for determining at least one
6 category use the ad creative information.

1 Claim 71 (currently amended): The apparatus of claim 68
2 wherein an ad includes ad creative information for
3 rendering the ad and an address of a landing Webpage linked
4 from the ad, and
5 wherein the means for determining at least one
6 category use information from a landing Webpage ~~of an ad~~.

1 Claim 72 (currently amended): The apparatus of claim 68
2 wherein the means for looking up ~~determining one or more~~

3. keywords use uses an ~~inverted keyword~~ index in which each
4 of a plurality of categories are is provided as a lookup
5 key keys to keywords.

1 Claim 73 (currently amended): The apparatus of claim 68
2 further comprising:

3 - means for performing qualification testing of the
4 ~~determined one or more~~ keywords to determine if a
5 keyword is qualified or unqualified for use as an ad
6 targeting keyword,

7 wherein each of the at least some of the
8 ~~determined one or more~~ keywords provided as candidate
9 targeting keywords are qualified keywords.

1 Claim 74 (currently amended): The apparatus of claim 73
2 wherein the means for ~~determining one or more keywords use~~
3 ~~an inverted keyword index in which categories are provided~~
4 ~~as lookup keys to keywords~~ performing qualification testing
5 of the keyword tracks a performance of ads served using the
6 keyword as an ad targeting keyword.

1 Claim 75 (original): The apparatus of claim 74 wherein the
2 performance of ads is tracked in general, across all
3 categories.

1 Claim 76 (original): The apparatus of claim 74 wherein the
2 performance of ads is tracked across one or more specific
3 categories.

1 Claim 77 (currently amended): The apparatus of claim 76
2 wherein the one or more specific categories include the at
3 ~~least one~~ category accepted.

1 Claim 78 (currently amended): The apparatus of claim 74
2 wherein the ads served using the keyword as an ad targeting
3 keyword by the means for performing qualification testing
4 of the ~~determined one or more~~ keywords, are only served on
5 available ad spots that otherwise would be unused by any
6 ads.

1 Claim 79 (currently amended): The apparatus of claim 68
2 wherein the means for providing the ~~determined one or more~~
3 keywords as candidate targeting keywords provide the
4 determined one more keywords in an order determined using
5 unused inventory information about available ad spots that
6 would otherwise be unused by any ads.

1 Claim 80 (currently amended): The apparatus of claim 68
2 wherein the means for providing the ~~determined one or more~~
3 keywords as candidate targeting keywords provide the
4 ~~determined one more~~ keywords in an order determined using
5 unused inventory information such that a keyword
6 corresponding to a larger number of ~~unused~~ ad spots that
7 otherwise would be unused by other ads is are provided
8 before another keyword corresponding to a smaller number of
9 ~~unused~~ ad spots that otherwise would be unused by other
10 ads.

1 Claim 81 (original): The apparatus of claim 68 further
2 comprising:
3 d) means for populating serving constraints of an ad
4 with the candidate keywords.

1 Claim 82 (original): The apparatus of claim 68 further
2 comprising:

- 3 d) means for providing the candidate keywords to an
4 advertiser as ad targeting keyword suggestions;
5 e) means for accepting advertiser input in response
6 to the suggested targeting keywords; and
7 f) means for determining whether or not to provide
8 at least some of the candidate keywords as targeting
9 keywords for an ad using the accepted advertiser
10 input.

1 Claim 83 (previously presented): The computer-
2 implemented method of claim 27 wherein the one or more
3 serving constraints are one or more ad targeting
4 keywords.

1 Claim 84 (currently amended): A computer-implemented
2 method comprising:
3 a) accepting ad information;
4 b) determining one or more categories using the
5 accepted ad information;
6 c) recommending at least one of the one or more
7 categories determined to an advertiser; and
8 d) accepting advertiser feedback with respect to
9 the recommended one or more categories,
10 wherein each of the one or more categories is
11 specifically associated with one or more keywords.

Claim 85 (canceled)

1 Claim 86 (new): The computer-implemented method of claim 1
2 wherein the category is specifically associated with the

3 keywords and this specific association is used to lookup
4 the keywords.

1 Claim 87 (new): The computer-implemented method of claim
2 14 wherein the category is specifically associated with the
3 keywords and this specific association is used to lookup
4 the keywords.

1 Claim 88 (new): The computer-implemented method of claim
2 27 wherein the category is specifically associated with the
3 keywords and this specific association is used to lookup
4 the keywords.